

Export Outlook for Horticultural Products

Initial FY 2011 Forecast: \$24.5 Billion

Revised FY 2010 Estimate: \$22.8 Billion  \$300 Million

2011

Key Developments

- Long-term growth trend resumes
- Strong exports to Canada, EU, and Japan
- Expanding Asian demand for tree nuts

Wild Cards

- Exports to Mexico to remain flat?

2010

Key Developments

- Stronger demand from Canada and EU

